

EC'd Yes Last Received: 09/11/2012 11:43 AM Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.	Agency () GMMB	Rep Firm
Advertiser () OBAMA FOR AMERICA	3050 K ST NW	Sales Office () PHILADELPHIA
Product BARACK OBAMA	WASHINGTON, DC 20007	Salesperson () ANJIE BRADY
Estimate# 1536	Agency C/P1/P2/E 95/101/1536	
Buyer MAURA GILROY	Flight Dates 09/12/2012 - 09/17/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

--- CONTRACT COMMENT ---

CLIENT: OBAMA FOR AMERICA SC=*

--- REMARKS ---

VER 3 ISSUED TO REV DAYS/DATES LN 23
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*23	W-TH,SU	430A-459A		:30	\$40.00	09/12-09/16	5	1	5	\$200.00	
Buyline Comment: EARLY TODAY												
REVISE DAYS/DATES PER STATION												
Sales Remark: V3 REVISE DAYS/DATES												
V3 More than 2 codes changed												

---REPORT TOTALS---

Report Totals: 5 / \$200.00

---SALES MONTHLY TOTALS---

Sep 12: 189 / \$59,205.00
Sales Totals: 189 / \$59,205.00
Station Totals: 189 / \$59,205.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$185,016	CATV 0%	WAVY 32%	WGNT 3%	WPXV 0%	WTKR 14%
		WTVZ 7%	WVBT 23%	WVEC 21%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

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Books JUL11, EJUL12
Demos RA35+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---
CASH IN ADVANCE